

# Clemson University



&  
South Carolina  
Aquarium 10  
YEARS  
Coca-Cola



Beverage Pouring Rights  
Bid #27343208



Bid #27343208



# Letter of Transmittal

To the Clemson University Community:

Thank for giving Coca-Cola the opportunity to submit a response to your Beverage Pouring Rights RFP. Clemson has been a great partner for Coca-Cola for many years and we look forward to continuing our relationship as you move closer to the “Clemson 2020 Road Map” vision.

Our team at Coca-Cola Bottling Company Consolidated, your local bottler, and Coca-Cola North America have put together an aggressive response that we hope meets your technical as well as financial needs. More than that, however, we hope that in the following pages we are able to show you the level of commitment Coca-Cola has in being your partner in helping Clemson University not just move towards, but soar towards your vision to become one of the nation's Top 20 universities.



If you have any questions about our response, please don't hesitate to ask.

Sincerely,

**Robert Chambless**

**Coca-Cola Bottling Company Consolidated**

**Senior Vice President, Sales**

**4100 Coca-Cola Plaza**

**Charlotte, NC 28211**

**(704) 557-4686**



**Bob Bestwick**

**Coca-Cola Bottling Company Consolidated**

**Corporate Director of On Premise Sales**

**4100 Coca-Cola Plaza**

**Charlotte, NC 28211**

**(704) 557-4715**

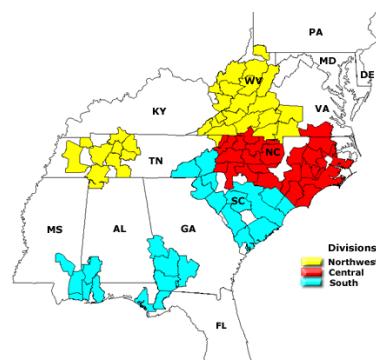
**Bid #27343208**



# Coca-Cola Bottling Company Consolidated



- ★ With corporate offices in Charlotte, NC, Coca-Cola Bottling Company Consolidated (CCBCC) is the largest independent Coca-Cola bottler in the US and is listed on the NASDAQ national market system under the symbol COKE. With a franchise territory that covers most of the Carolinas, the Virginias, and parts of Tennessee, Georgia, Alabama, Mississippi and Florida, we specialize in the southeast. Our company's roots date back to 1902 and we operate locally out of a distribution center in Greenville, SC. We'll be your local team that will see to all of your needs.

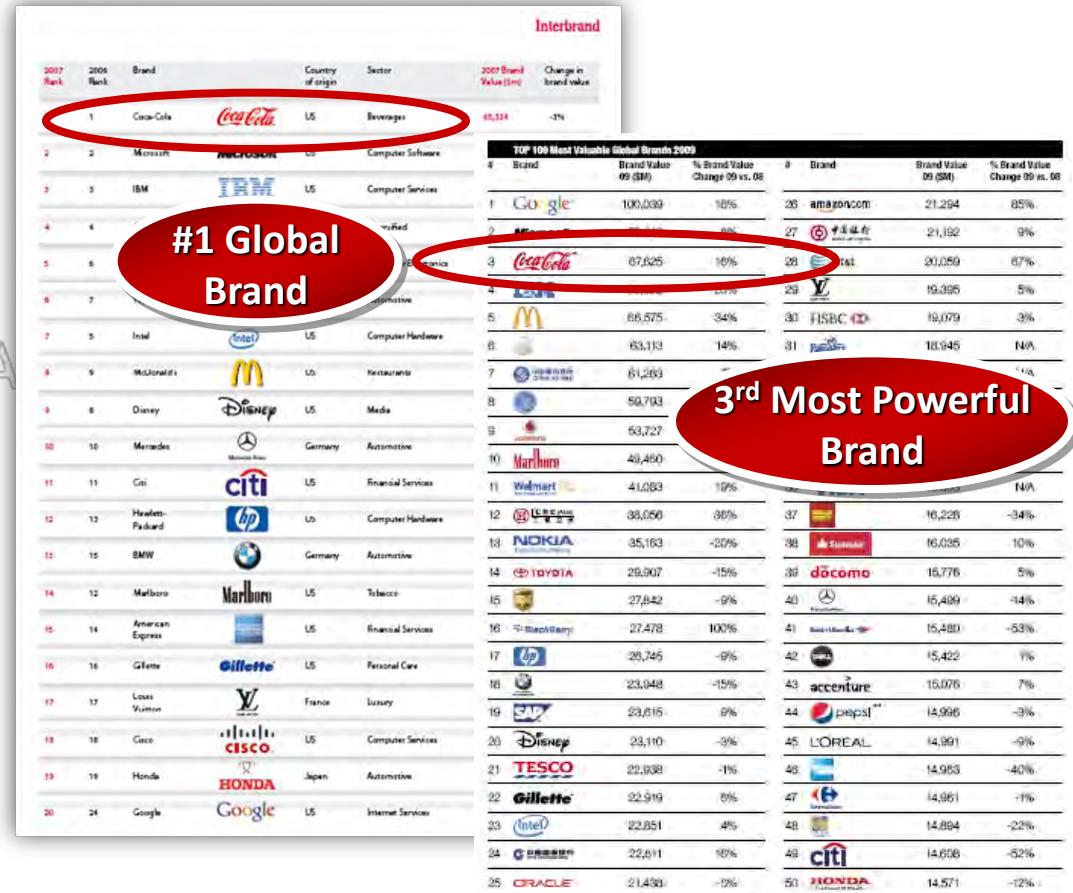


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# The Coca-Cola Company

- ★ Based in Atlanta, GA, the Coca-Cola Company markets some of the most recognized brands in the world and supports CCBCC in maximizing our impact on Clemson University's campus.



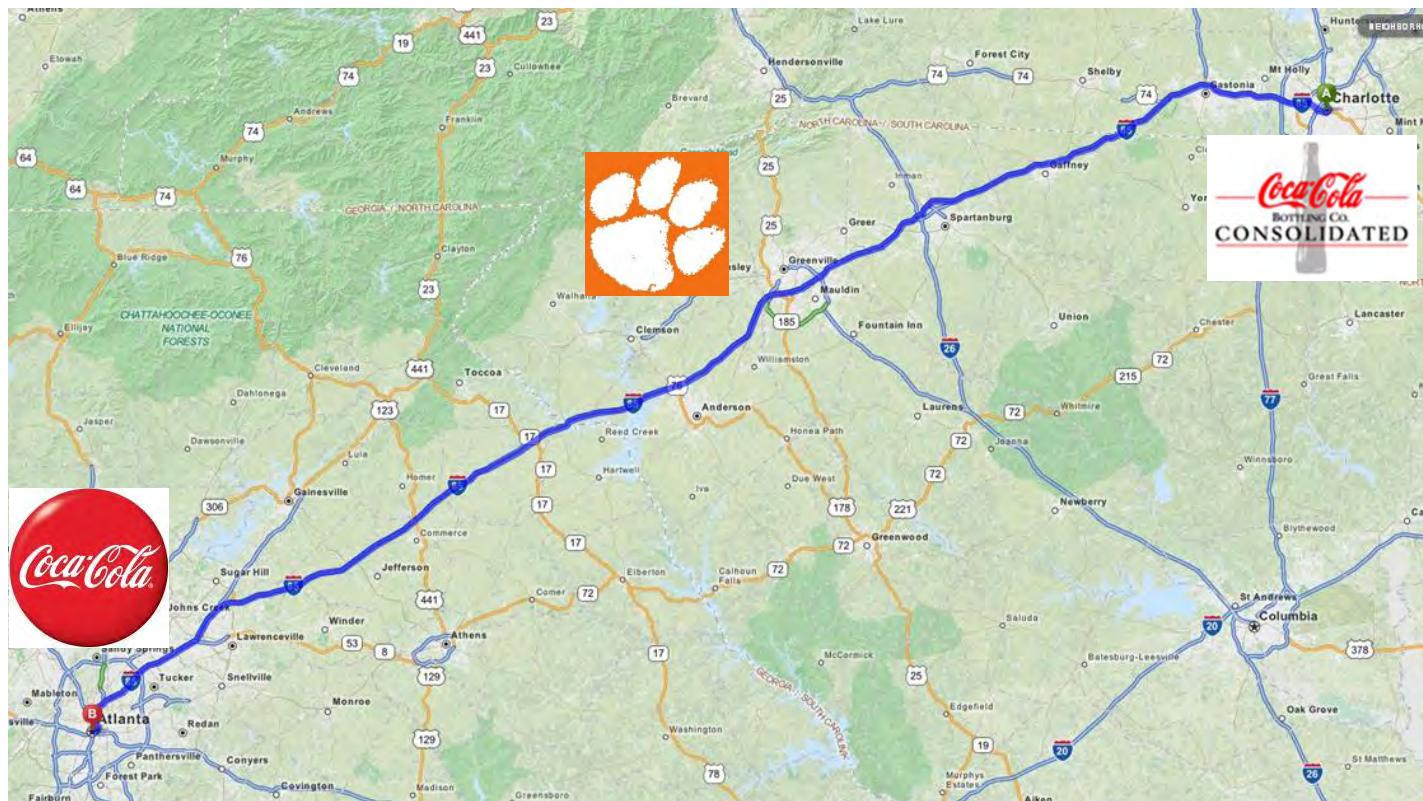
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# The Clemson-Coca-Cola Connection



- ★ Three iconic partners along the I-85 Corridor



Coca-Cola®

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# ★Technical Proposal



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## a.) Section III. D.

★ Within Section III, CCBCC understands what is being asked of in the following subsections, including changes made in the addendum and will work to fulfill reach request to the best of our ability, as we have done in the past.

- D. Current Beverage Operations
  - ✓ 1) Vending
  - ✓ 2) Beverages For Resale



[Bid #27343208](#)



## a.) Section III. E.

★ Within Section III, E. CCBCC understands each of the following sections:

- E. Advertising/Marketing Opportunities
  - ✓ 1) Vending – CCBCC understands that the beverage partner is granted exclusive advertising/marketing opportunities on or around their vending machines.
  - ✓ 2) Clemson Athletics - CCBCC understands that the minimum Athletic Department/ Sponsorship Fee is \$525,000 annually with a 3% annual increase thereafter, and includes all items noted between pages 15-23 including:
    - Marks & Logos, Signage, Radio, Television, Print, Displays, Retail Promotion Idea, Other, Internet, Promotional Items, All Sports Cup, Unique Opportunities, Definition, Program/Media/Cup Advertising (including Coach's Sponsorship, Green Initiative Advertising and noted Event Tickets), Donated Product, etc.



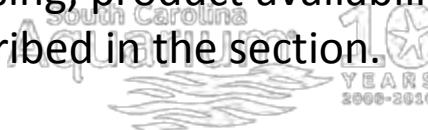
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## a.) Section III. E.



- ★ Within Section III, E. CCBCC understands each of the following sections:
  - E. Advertising/Marketing Opportunities
    - ✓ 3) Clemson University (Non-Athletic) – CCBCC understands the exclusive advertising, product availability, product designation and other rights described in the section.



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## a.) Section IV. Scope of Work

★ Within Section IV, CCBCC understands what is being asked of in the following subsections, including changes made in the addendum and will work to fulfill each request to the best of our ability, as we have done in the past.



- A. General Specifications/Terms & Conditions
- B. Beverage Vending Operations
  - ✓ See note on co-branded fronts, next page.
- C. Equipment Requirements
- D. Disposition of On-Hand Inventory and Dispensing Equipment
- E. Services, Delivery and Post Mix
- F. Personnel Requirements



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## a.) Section IV. Scope of Work



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## b.) References/Relationships

- ★ CCBCC has agreements throughout the southeast and is proud to work with many other institutions of higher learning.

★

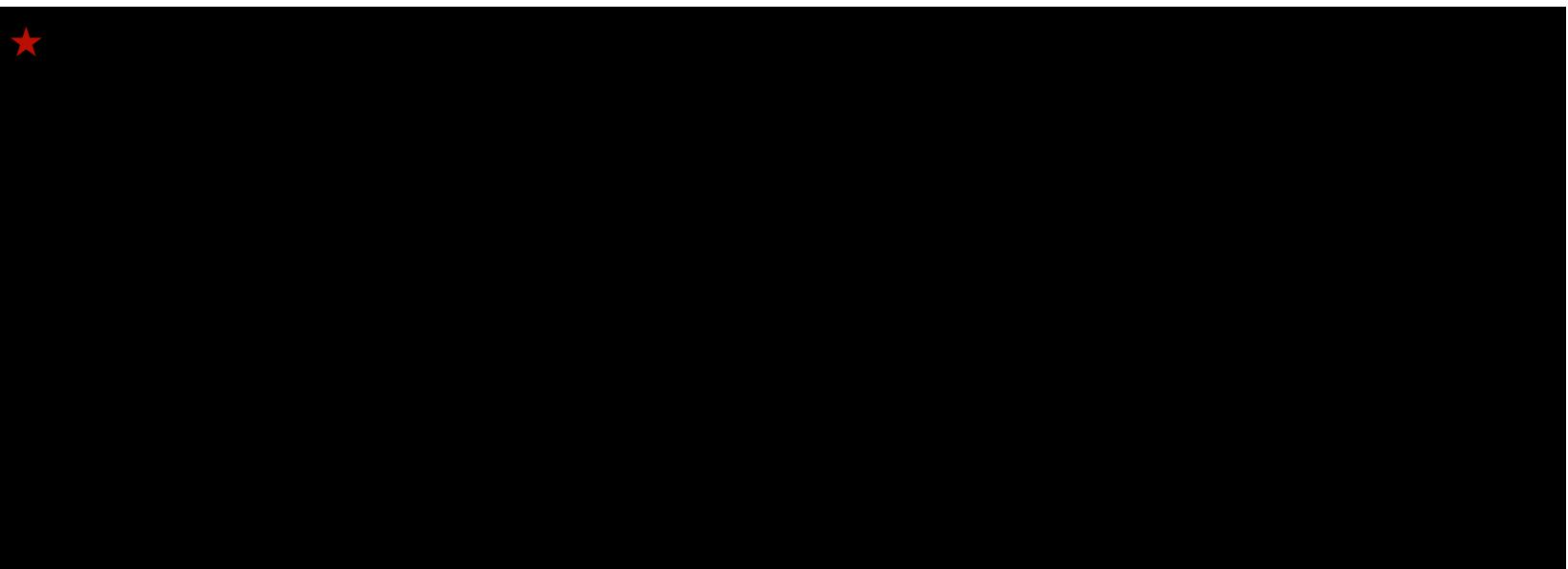


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## b.) References/Relationships

- ★ On the following pages, we've listed a dozen large universities that Coca-Cola Bottling Company Consolidated is partnered with within our franchise border.



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## b.) References/Relationships

★

Dates of Service: 15 months



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## b.) References/Relationships



Coca-Cola®



## b.) References/Relationships



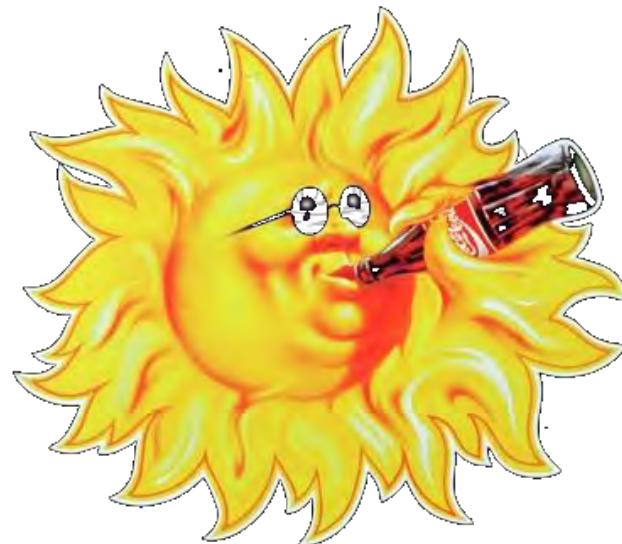
## b.) References/Relationships

\*



## c.) Financial Statements

★ Please see Appendix A: Coca-Cola Financial Information



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## d.) Organizational Staff

| Coca-Cola | Position | Role |
|-----------|----------|------|
|           |          |      |

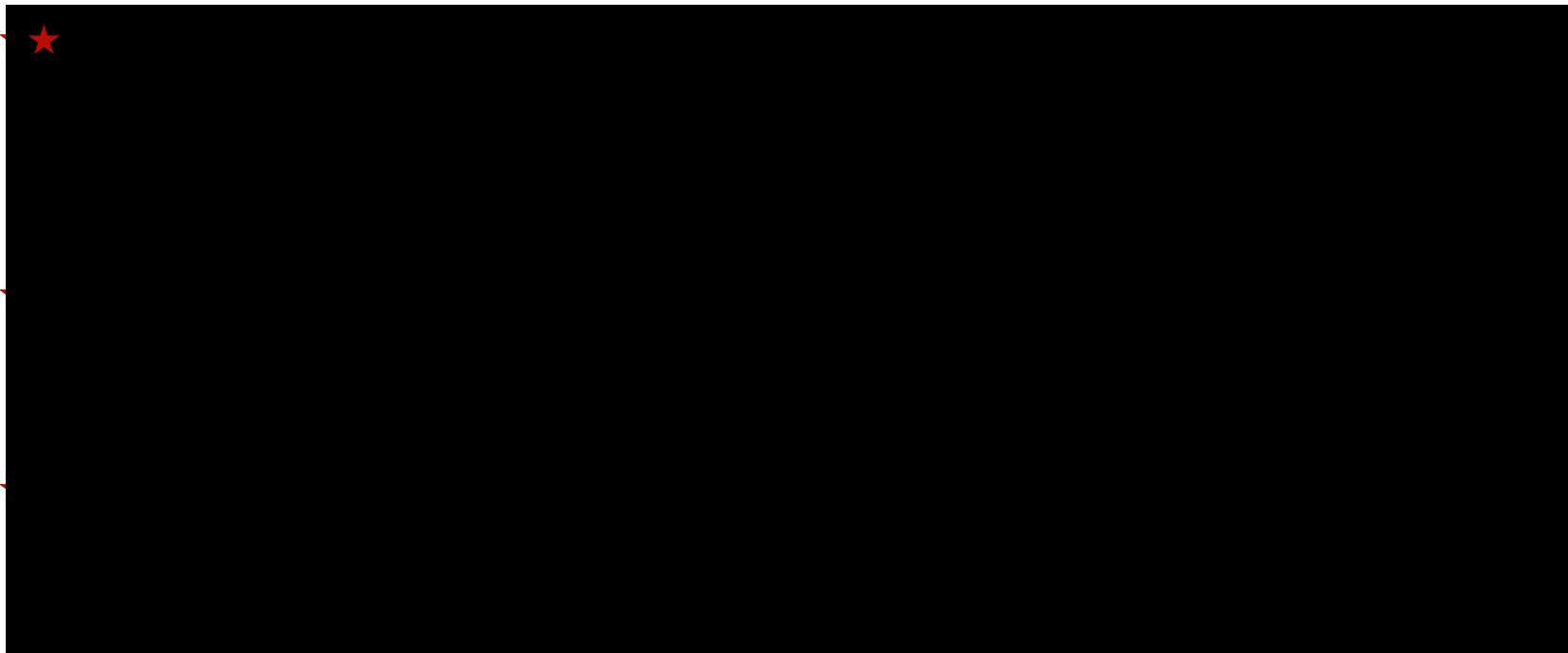


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## d.) Organizational Staff

- ★ CCBCC has some of our best and most experienced management teammates that support Clemson University.



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## e.) Service Support Systems

### ★ i. Beverage Vending



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## e.) Service Support Systems

### ★ i. Beverage Vending

- Spring Cleaning: Two weeks before school starts, Coca-Cola cleans each machine in preparation for the new school year, ensuring that our equipment looks their best and has the latest vend strips.



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## e.) Service Support Systems

### ★ ii. Retail Beverage Delivery

- Delivery Methods: Coca-Cola utilizes two different methods for ensuring that Clemson receives product. For larger accounts on campus, we have a presell representative that takes orders and for smaller accounts, we have a Customer Care Center individual call the location at regular intervals to take orders.



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## e.) Service Support Systems

### ★ ii. Customer Care Center

- One Call Does It All! **1-800-309-COKE (2653)**
- 100 dedicated associates
- Available 7 Days A Week
- After-hours emergency service

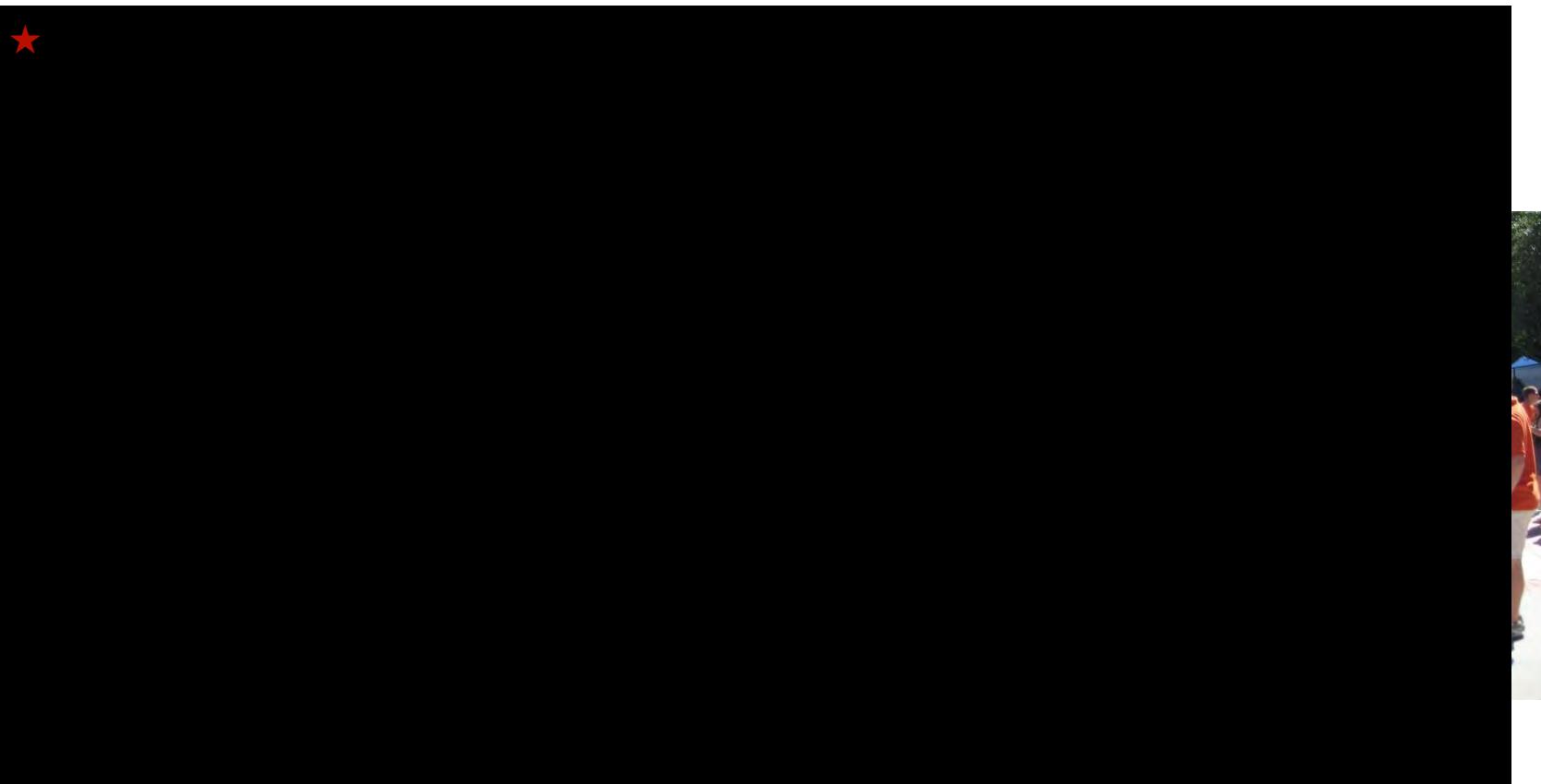


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## e.) Service Support Systems

### ★ ii. Memorial Stadium Load-In



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## e.) Service Support Systems

### ★ iii. Vending and Retail Equipment

- For use on campus, Coca-Cola has utilized a variety of different equipment that maximizes the availability of our top brands in the space that is available.



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## e.) Service Support Systems

### ★ iii. Fountain Equipment

- Because Aramark is your food service provider, Clemson University receives Coca-Cola's National Account Fountain Program, which provides great service, state-of-the-art equipment and national account pricing.
- Our equipment has over 150 technical patents in the past two years, including LEV valves that hold ratio and 60 configurations that deliver the highest quality drink and performance standard.



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## e.) Service Support Systems



### ★ iii. Fountain Equipment



the State.



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## e.) Service Support Systems



### ★ iii. Fountain Packaging



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## e.) Service Support Systems

### ★ iii. Repair Service



- CCBCC will generally provide same-day repair service on call-ins made early in the day and next-day service on the rest. Weekend repair service may be limited, based on the priority of the issue and the proximity of other venders to meet beverage needs.
- Coca-Cola places a toll free number on every vender. Any technical issues with any machine can be called into this number. In turn, the service call is dispatched immediately to a trained and certified vending technician.
- Radio dispatched, on-call service that provides reasonable response time during critical business hours, reducing profit loss due to downtime and repeat calls.

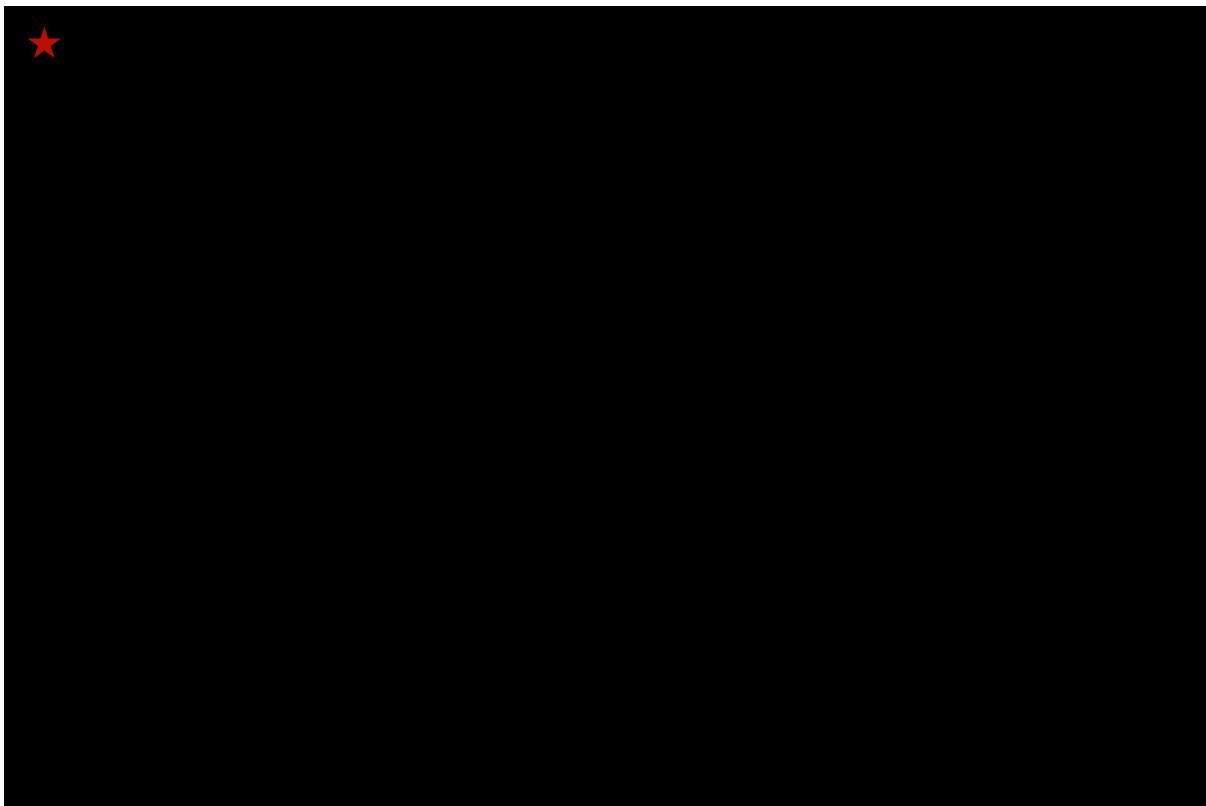


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## e.) Service Support Systems

### ★ iii. Approved Vending Card Readers



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## e.) Service Support Systems

### ★ iv. Cash Handing, Refunds, Invoicing

- Our full service drivers collect money from machines serviced and turn into our cashier in Greenville, SC where it is counted and credited to each machine.
- On machines that accept debit card readers, we reconcile based on receiving a monthly report from Clemson of sales from the Tiger1 office.
- Currently, Coca-Cola works with Aramark on creating a refund station by providing a \$100 refund bank to be drawn upon.
- Students who lose money in vending machines turn in receipts for losses and Aramark refunds them, giving the receipts to us.
- Once vending banks get low, we replenish on an as needed basis.



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## f.) Undergraduate Employment

### ★ Employment Programs



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## g.) Contract Implementation

- ★ As the incumbent, most of our infrastructure will already be in place. All financial and pricing changes will be effective July 1, 2012. Other areas:



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## **h.) Sustainability**

- ★ The importance of sustainability has grown considerably since the beginning of our last agreement with **Clemson University**.
- ★ The Coca-Cola Company and Coca-Cola Bottling Co. Consolidated continue to improve our “carbon footprint” as a corporate partner and has not only created ideas on a global level that have a positive impact on the planet, but also on a local that impact Clemson University’s students, faculty, staff and fans.



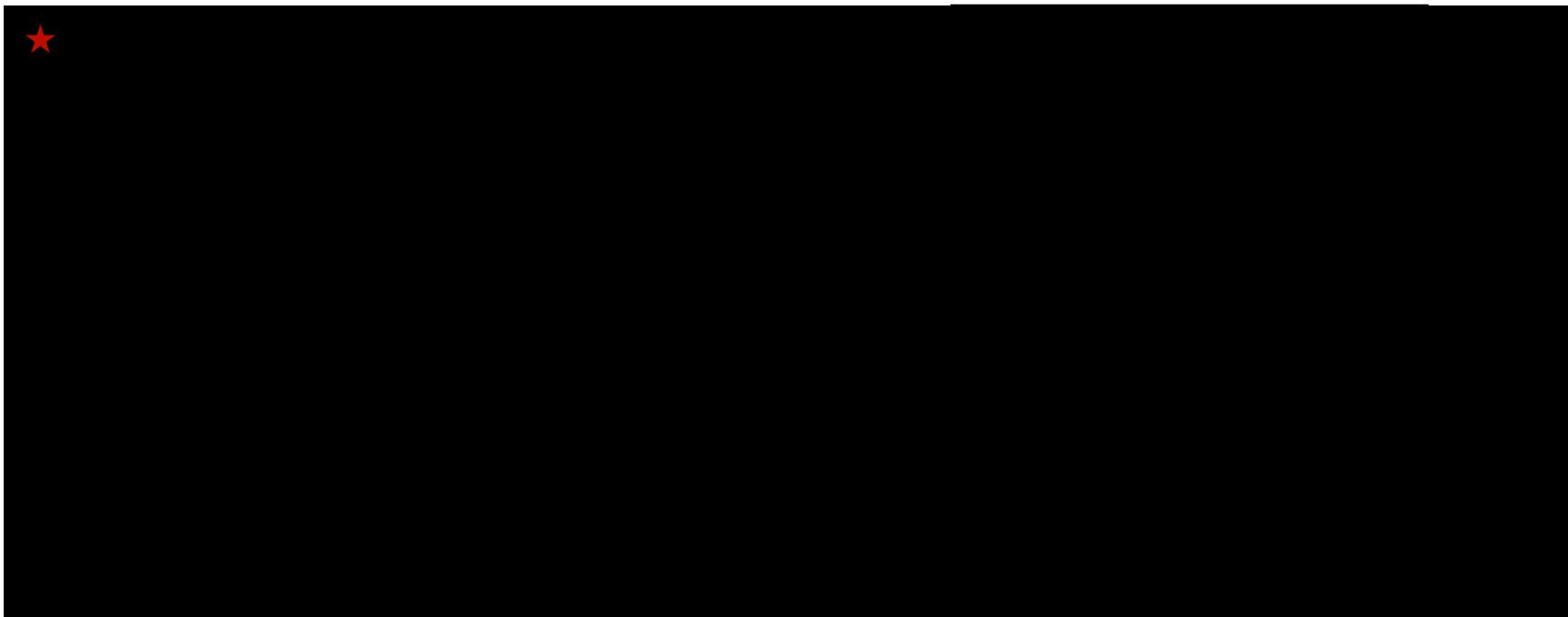
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## **h.) Sustainability**



- ★ Coca-Cola is a great supporter of Clemson's sustainability efforts and has helped to create programs that make them come alive, such as "Get Caught Green Handed."



[Bid #27343208](#)



## **h.) Sustainability**

★



[Bid #27343208](#)



## **h.) Sustainability**

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## **h.) Sustainability**



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## **h.) Sustainability**

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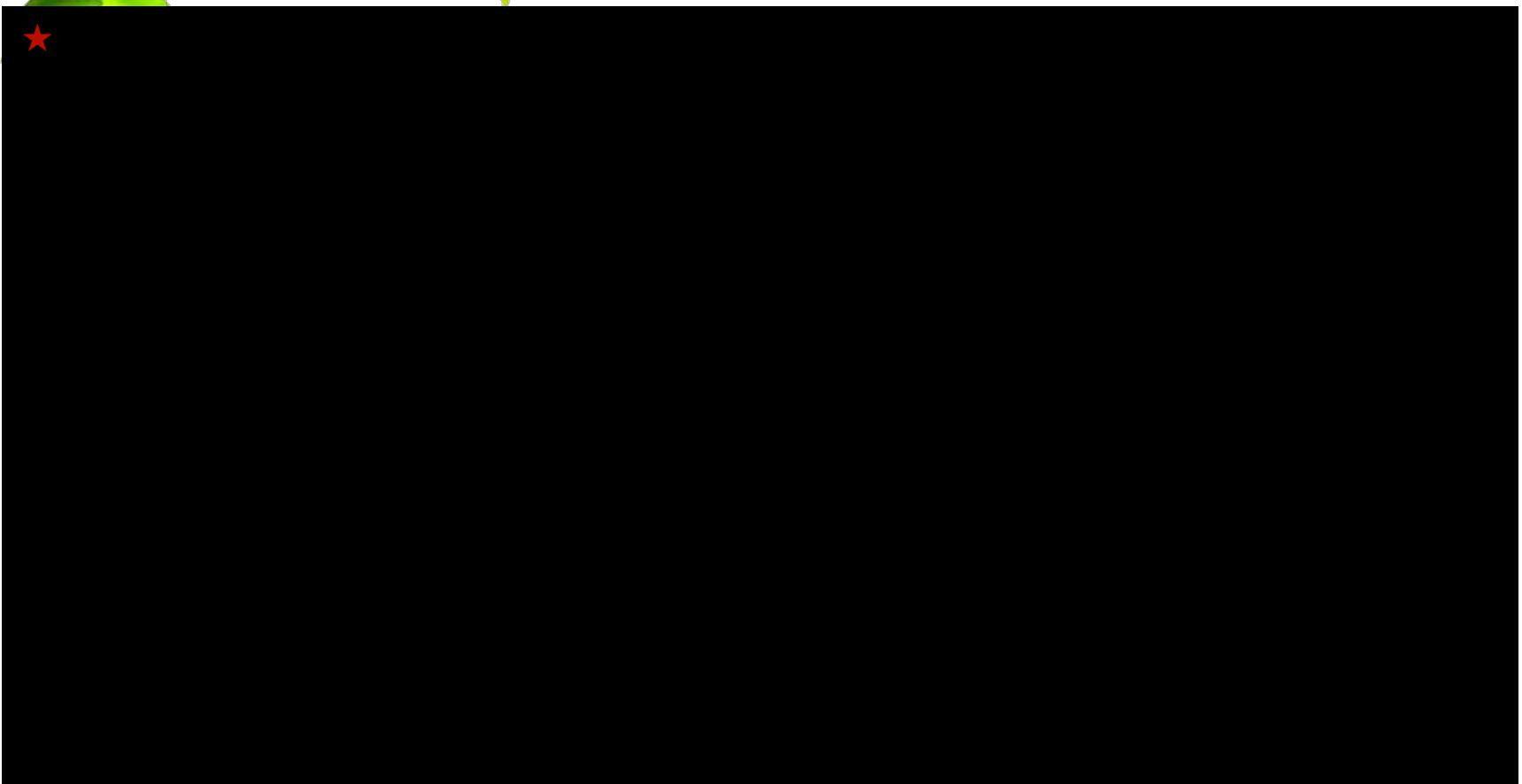


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## h.) Sustainability



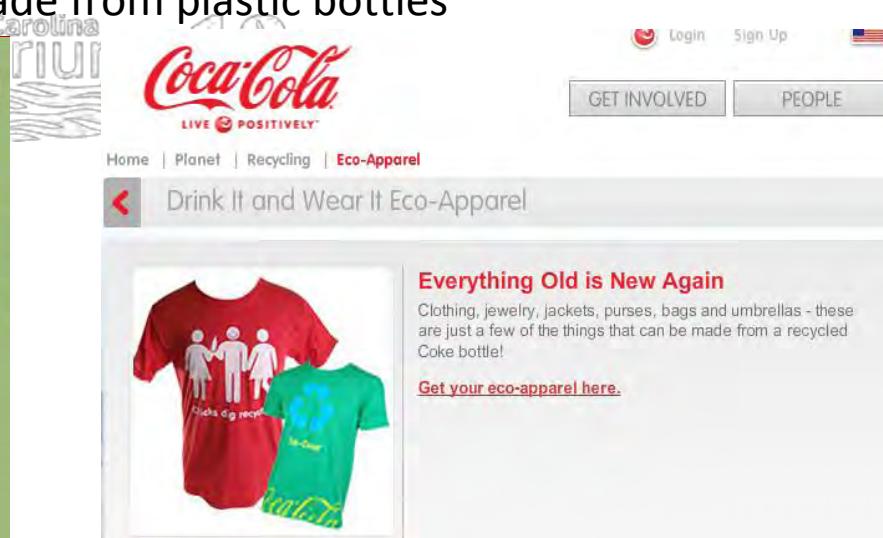
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# h.) Sustainability

## ★ Corporate Sustainability Initiatives

- As a company, Coca-Cola continues to create and support initiatives around sustainability. Examples include:
  - ✓ Recycling Education Vehicle
  - ✓ “Not Wasted” t-shirts made from plastic bottles



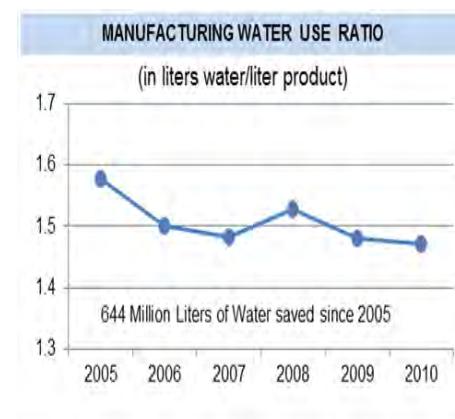
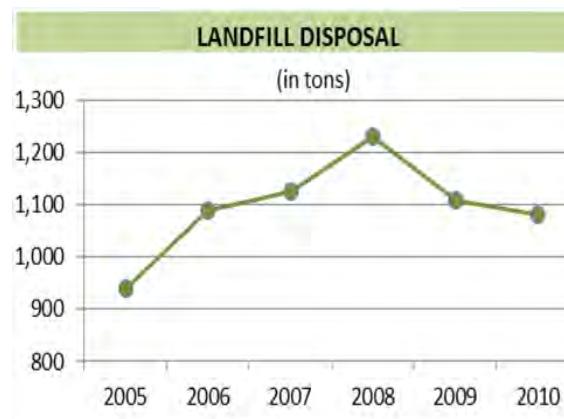
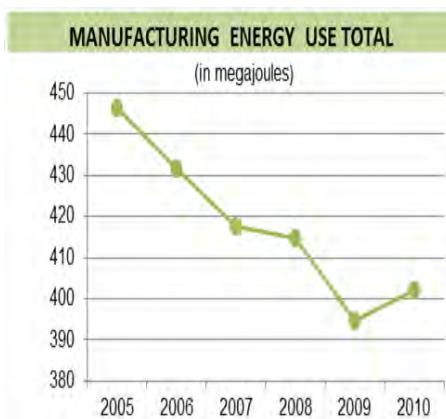
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# h.) Sustainability

## ★ Corporate Sustainability Initiatives

- At CCBCC we promote and follow good sustainability practices to reduce our environmental impact. As we partner with other organizations, we encourage them to do the same. Operational excellence is only possible through shared values related to the conservation of natural resources.
- The majority of the natural resources we use and the impact of our conservation efforts can be tracked in one of three areas:
- Water, Energy and Packaging, and we have made significant progress in each area, and our goal is to cut our company-wide landfill waste in half by 2012.
- Some of our initiatives to reduce water usage include ionized air can/bottle rinsing, UV filter cleaning, water-free conveyor belt lubricating, efficient line changes and in-house water treatment facilities. CCBCC leads the soft drink industry in water efficiency.



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## h.) Sustainability

- ★ Coca-Cola strides ahead of the competition on the list of food products that are setting standards in environmental effects.

The screenshot shows the ClimateCounts.org website with the following content:

**Scorecard Overview**

**Food Products**

The keep us nourished and refreshed, but what are the most well-known Food Products companies doing to address climate change? With tremendous distribution networks, packaging needs, and consumer demand, these companies have a large climate footprint as a baseline, but that expansive footprint also means they have a lot of room to improve. Some companies in this sector are setting new standards for business as a whole, while others seem lost in the supermarket.

| Company                  | Score     | Company         | Score |
|--------------------------|-----------|-----------------|-------|
| Unilever                 | 71        | Stonyfield Farm | 63    |
| <b>Coca-Cola Company</b> | <b>57</b> | Group Anone     | 50    |
| General Foods            | 49        | 雀巢 Nestle       | 42    |
| General Mills            | 31        | PepsiCo         | 26    |
| Kellogg                  | 24        | 康师傅             | 21    |
| Sara Lee                 | 02        |                 |       |

**Our Scorecard**

Business has the power to change the world - and you have the power to change business. With the Climate Counts Company Scorecard, you can get quick and useful information on what the companies you know best are doing to fight climate change. All companies have a long way to go, but even now, you can definitely make choices that reflect your values.

Stuck  
Starting  
Striding



Sources: [www.climatecounts.org](http://www.climatecounts.org)

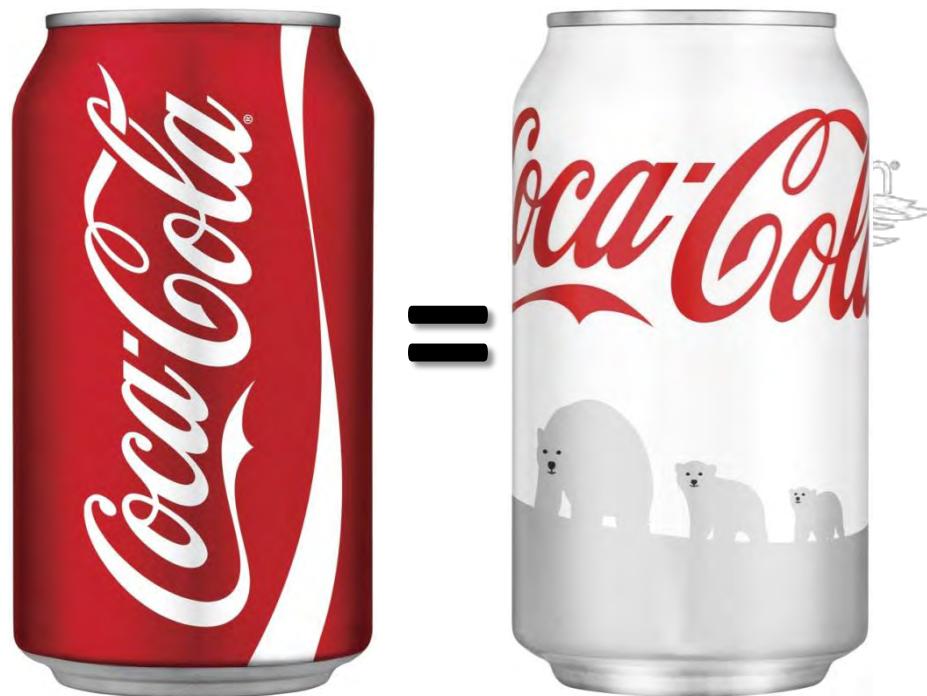
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## h.) Sustainability



- ★ “Arctic Home” is a brand new initiative that debuted this past winter.



Coca-Cola®

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## h.) Sustainability



★ Worldwide, 7,000 products from The Coca-Cola Company are consumed every second.



★ Coca-Cola has built the world's largest plastic bottle-to-bottle recycling plant in Spartanburg, SC, which will turn used bottles into nearly two billion new 20 oz. Coca-Cola bottles every year.



★ The energy savings from recycling one bottle is powerful.

- It will power a computer for 25 minutes



★ Consumers are demanding today's corporations be environmentally responsible.



★ Nearly 20% of college students don't have any obligation or intention to recycle at all.\*



\*Source: NCS/NCHS: Spring 2007 Adult Full Year (May 2006-June 2007) Survey



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# h.) Sustainability

★ The right container and message can encourage recycling.



Corrugated  
Recycle Bin



Recycle Bin



Contour Bottle  
Recycling Bins



T-shirts



future hoodie



future shirt



Vend Snipe



Static Cooler Cling



Poster



Program Ad



Magnet



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## **h.) Sustainability**

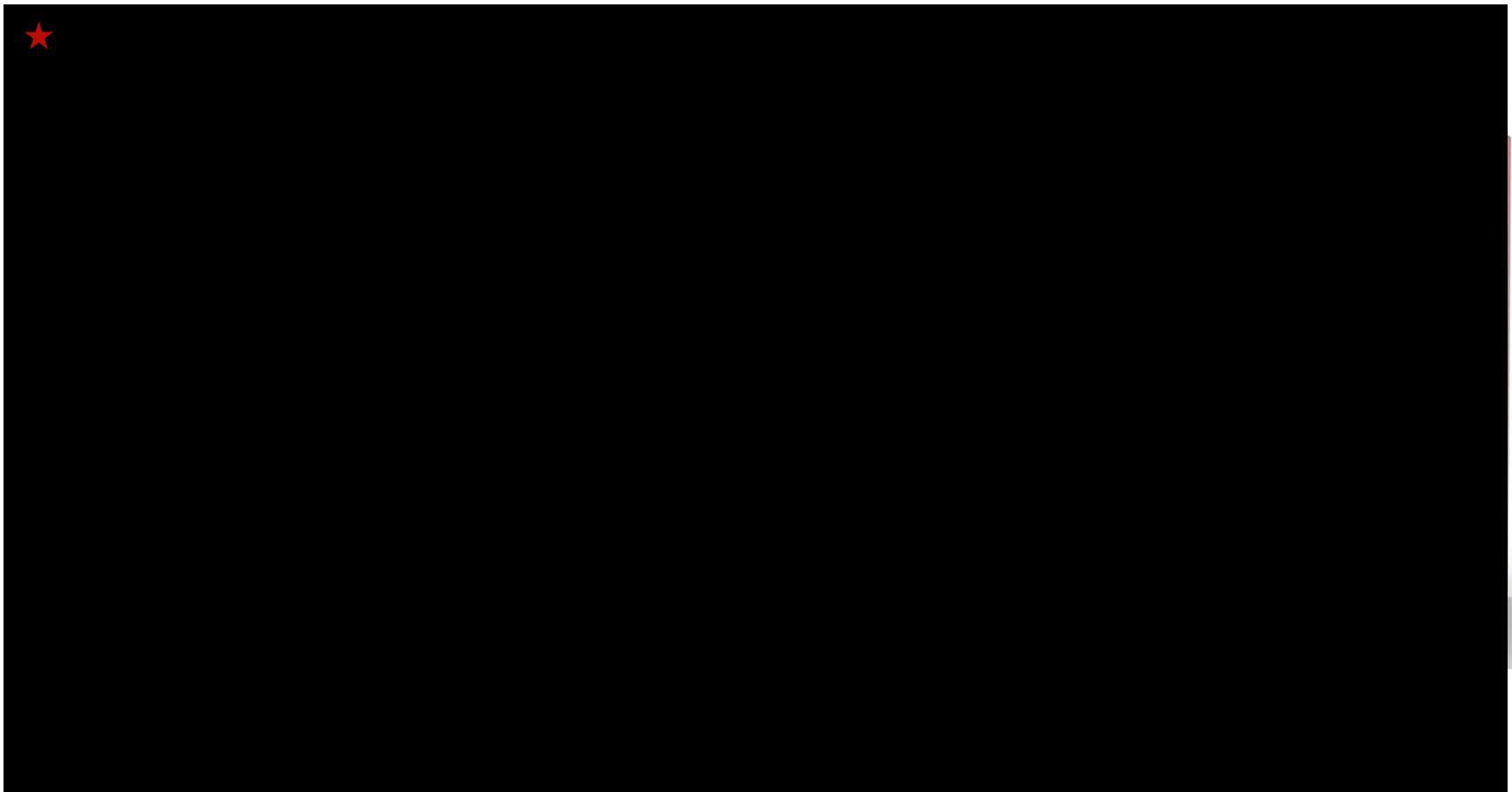
- ★ The Coca-Cola Company and CCBCC continue to create programs in our markets to support “Green Initiatives” and will continue to work with **Clemson University** to support your initiatives.



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## **h.) Sustainability**



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## **h.) Sustainability**

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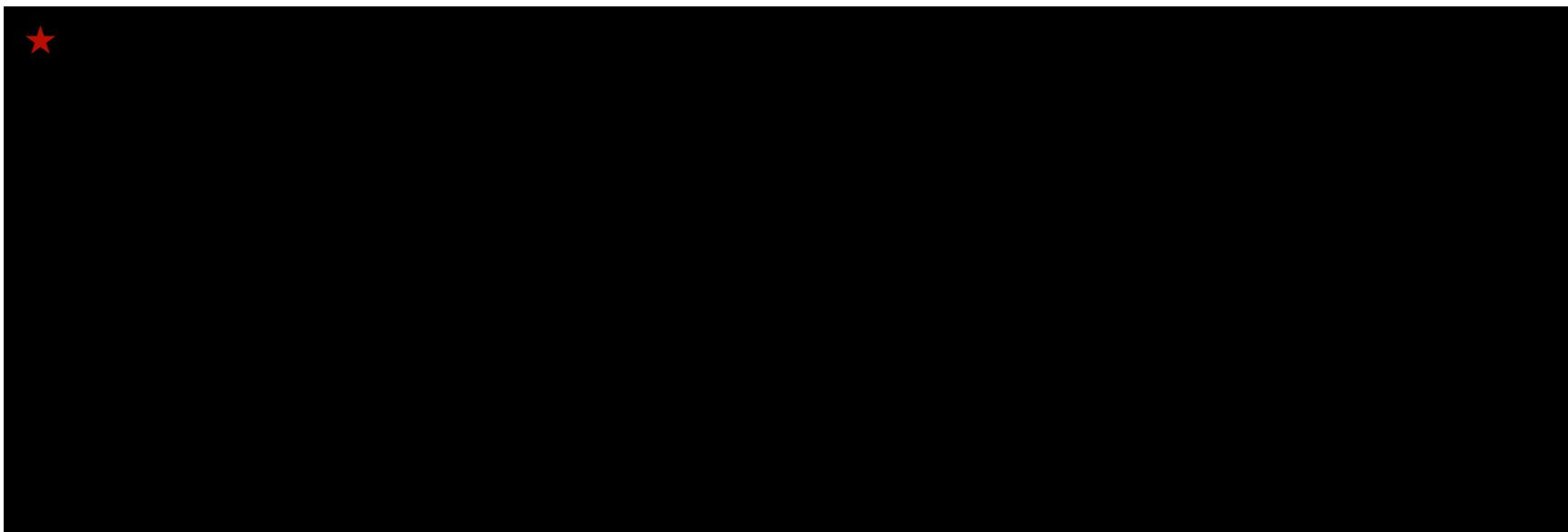


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## i.) Marketing Approach

- ★ Coca-Cola's Marketing Approach with Clemson has been very interactive, involving all areas of campus – dining, vending, campus life, athletics and addresses key initiatives such as recycling.



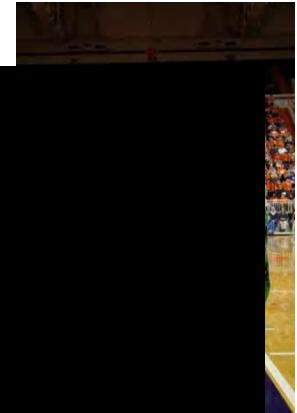
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## i.) Marketing Approach



★ Some examples of



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## i.) Marketing Approach



★ More examples of

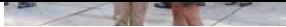
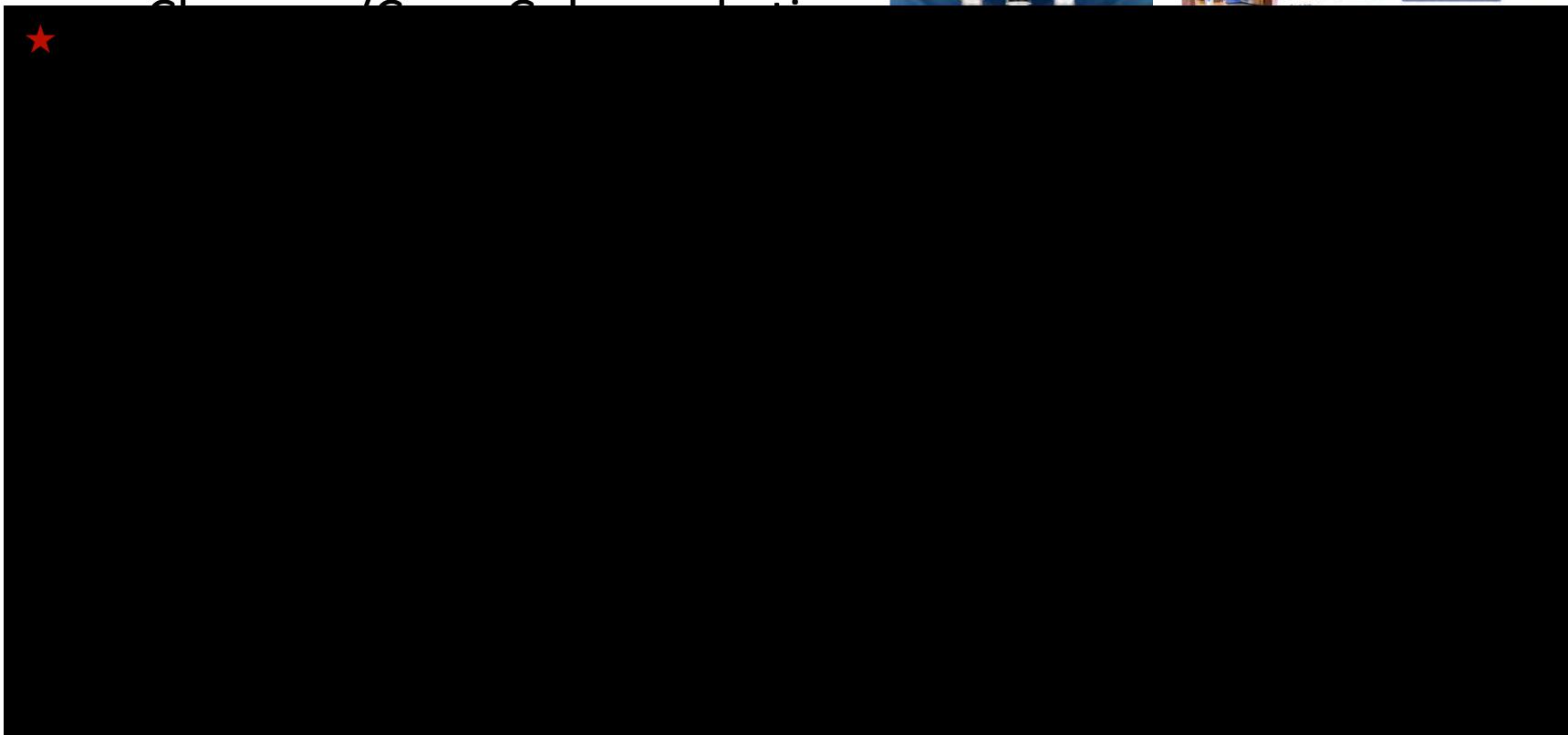
Slowdowns / Stagnation:



ENJOY TEAM SPIRIT



Clemson University Bookstore Like  
Wall Info Rent Now Enter to Win Shop Now Photos >  
Clemson University Bookstore + Others [Visit Clemson University Bookstore](#)



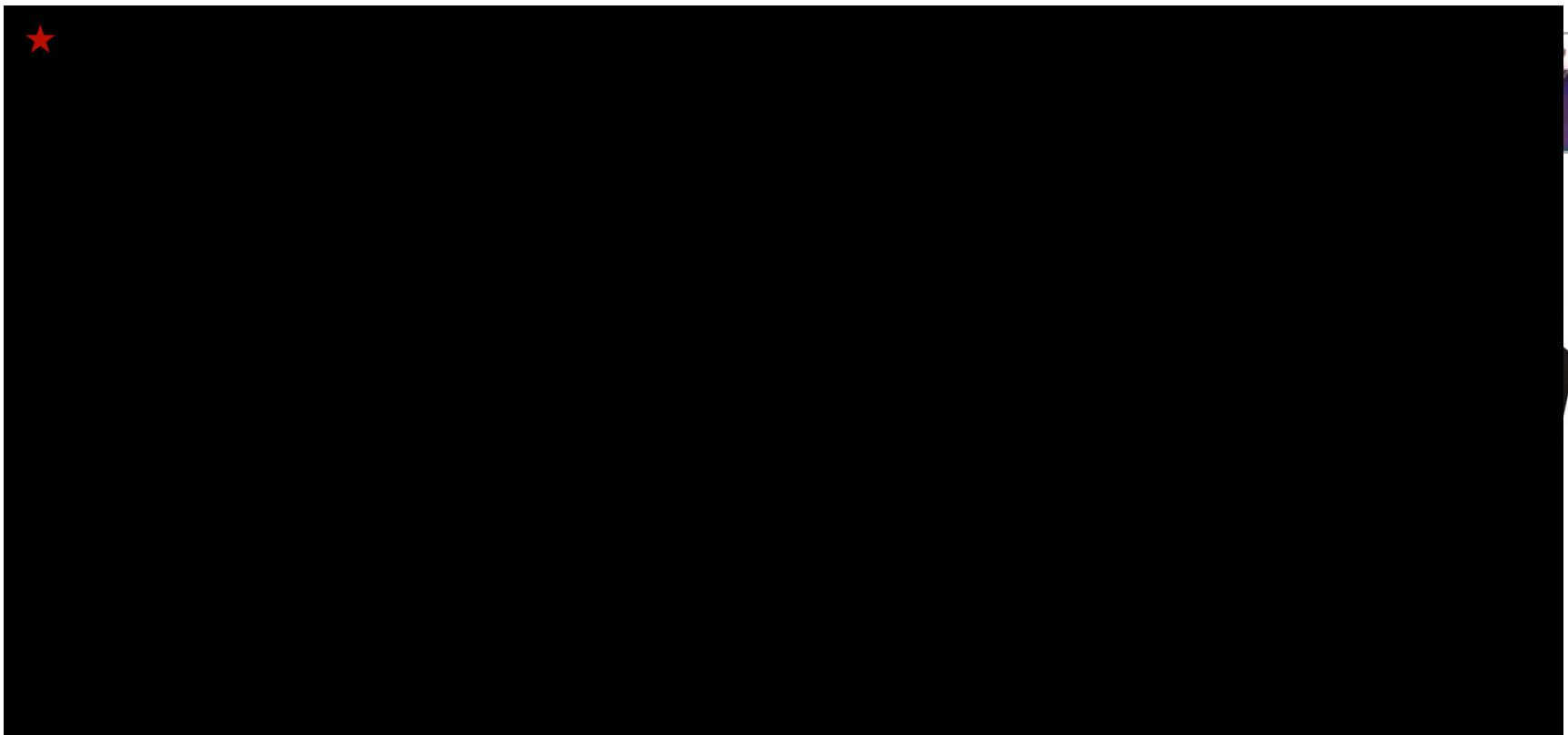
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## i.) Marketing Approach



### ★ Campus Activation In Local C-Stores



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## i.) Marketing Approach



★ Clemson Tiger Football



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## i.) Marketing Approach

- ★ And in September 2011, the Open Happiness Vending Machine made its way to Clemson University....



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## j.) Why Coca-Cola?



★



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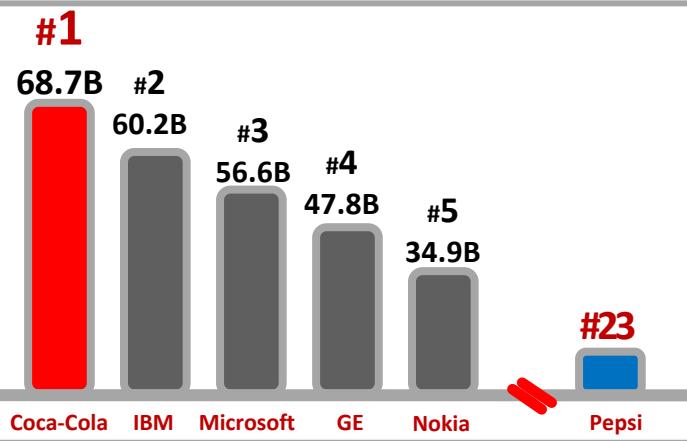


# Coke Has Clear Brand Power and Awareness



WORLD'S  
MOST  
VALUABLE  
BRAND

Valuable brand: Interbrand / BusinessWeek, Sept 09



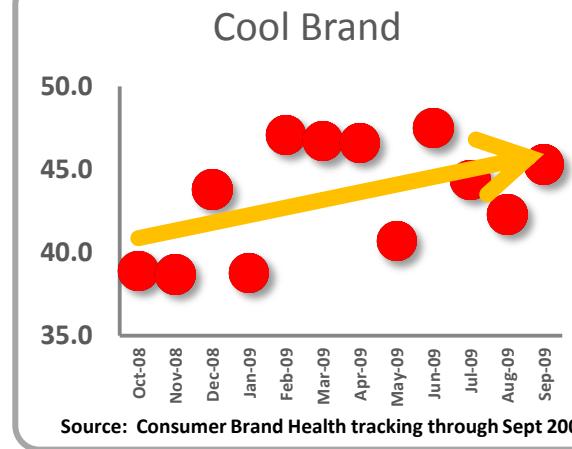
**#1** Preferred Beverage

Source: 2009 TRU Favorite Brand Study

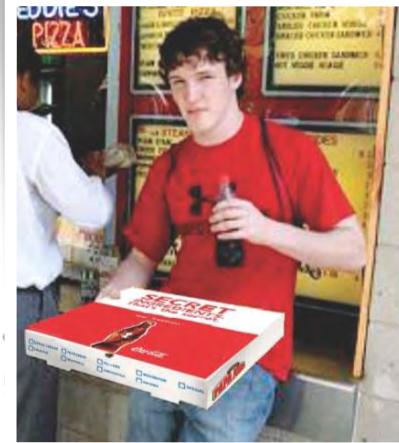


**Coca-Cola**

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# We're Growing Teen Users



+14%  
Teen User Base

Source: Consumer Brand Health tracking, YTD September vs YAGO

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Coca-Cola



# Coke Appeals To College Students

Favorite Brand



Goes Well With Food



My Kind Of Soft Drink



Good to Drink With Family & Friends



Is Very Refreshing



Great Tasting



Source: 2003 CCT+ CSD Consumers age 12-64

**Coca-Cola**

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# Coca-Cola Is “Top of Mind” With Students

★ In a recent survey, teens listed Coca-Cola as the overall brand they most discussed. Sprite came in 14<sup>th</sup>.

★ College students named Coca-Cola their favorite soft drink brand in an Anderson Analytics' brand survey of the 18-24 year old set.

| Most Discussed Brands by Teens   |               |
|----------------------------------|---------------|
| Top 20 Brands Discussed by Teens |               |
| 1. Coca-Cola                     | 11. Dell      |
| 2. Apple Computer                | 12. Chevrolet |
| 3. Verizon                       | 13. Microsoft |
| 4. iPod                          | 14. Sprite    |
| 5. Ford                          | 15. Toyota    |
| 6. Pepsi                         | 16. Walmart   |
| 7. McDonald's                    | 17. Sprint    |
| 8. AT&T                          | 18. Samsung   |
| 9. Sony                          | 19. T-Mobile  |
| 10. Nike                         | 20. Hollister |

Source: Keller Fay Group 2010



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| POPULARITY CONTEST                |                  |      |
|-----------------------------------|------------------|------|
| College students' favorite brands |                  |      |
| PRODUCT                           | NO. 1            | %    |
| Book                              | "Harry Potter"   | 20.0 |
| Website                           | Facebook         | 12.2 |
| Clothing brand                    | Old Navy         | 6.9  |
| Magazine                          | Cosmopolitan     | 5.5  |
| Fast-food restaurant              | Taco Bell        | 12.5 |
| TV show                           | "Grey's Anatomy" | 7.2  |
| Candy                             | Snickers         | 11.1 |
| Soft drink                        | Coca-Cola        | 17.1 |
| Cellphone service                 | Verizon          | 16.5 |
| Pro sports team                   | New York Yankees | 4.5  |
| MP3 player                        | iPod             | 65.4 |
| Musician/band                     | Linkin Park      | 1.7  |
| Celebrity                         | Johnny Depp      | 3.7  |

Source: Anderson Analytics 2007



# Nationally, We Carry The Favored Brands

Improved National Marketing Leads to Super Brand Favorability



**1.5 to 1**

Vs. Pepsi



**6 to 1**

vs. Pepsi  
Max



**2.5 to 1**

vs. Diet Pepsi



**5 to 1**

vs. 7-up



**2 to 1**

vs. Crush

*Coca-Cola*

Bid #27343208



# Brands On The Move



THE WALL STREET JOURNAL.

**Diet Coke outfizzes Pepsi  
as No. 2 US soda**  
MARCH 17, 2011

## Top 10 SSD Brands in 2011

| Brand             | Million Cases | 2010 Market Share | 2010 Growth  | Share Point Change |
|-------------------|---------------|-------------------|--------------|--------------------|
| Coca-Cola Classic | 1590.0        | 17.0              | -0.5%        | flat               |
| <b>Diet Coke</b>  | <b>926.9</b>  | <b>9.9</b>        | <b>-1.0%</b> | <b>flat</b>        |
| Pepsi-Cola        | 891.5         | 9.5               | -4.8%        | -0.4               |
| Mountain Dew      | 633.3         | 6.8               | 0.5%         | 0.1                |
| Dr Pepper         | 592.0         | 6.3               | 2.8%         | 0.2                |
| Diet Pepsi        | 498.2         | 5.3               | -5.2%        | -0.3               |
| Sprite            | 525.5         | 5.6               | 2.0%         | 0.1                |
| Diet Mountain Dew | 187.5         | 2.0               | 5.8%         | 0.1                |
| Diet Dr Pepper    | 174.5         | 1.9               | 5.6%         | 0.1                |
| Fanta             | 170.5         | 1.8               | 1.0%         | flat               |

**Coca-Cola Zero has delivered double digit growth for over four years by combining the taste of Coca-Cola with zero calories**

**Coke Zero is the 12<sup>th</sup> and most recent Coke brand to hit \$1 billion in global annual revenue\***



Source: 2011 Beverage Digest

\*Source: Nielsen Scantrack AMC (Grocery, Drug, KT, CR, S) 12 m/e June 2010



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# Our Still Portfolio Is The Fastest Growing

- ★ Nine consecutive quarters as the fastest growing “still” beverage business in North America.



Source: CCNA Industry Estimates, Nielsen YTD Sept 2009. The Coca-Cola Company is a minority investor in the Zico and Honest Tea brands. The rights to ready-to-drink coffee products in North America are held by a joint venture in which The Coca-Cola Company owns a 50% interest.



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# Carbonated Soft Drink Lineup



- Locally, we have a great selling lineup of the country's top carbonated brands that will exceed the needs of Clemson University's students and faculty.

|  |  |  |  |  |  |
|--|--|--|--|--|--|
|  | #1 Cola worldwide, also sold in Cherry Coke  |  | First of the "Zero" brands & our fastest growing |  | Take a sip of the smooth citrus flavor |
|  | #1 Diet Cola, now #2 in the US behind Coke   |  | #1 Spicy Cherry, also in diet Dr Pepper          |  | A huge hit at Clemson for years!       |
|  | #1 Lemon Lime, also available as Sprite Zero |  | 100% natural flavors and caffeine free.          |  | The root beer with a bite!             |



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# Water Product Lineup

- ★ Locally, we have a great selling lineup of the country's top water brands that will exceed the needs of Clemson University's students and faculty.



Nationally known purified water product, available in multiple packages and sizes. New environmentally friendly plant bottle

#1 in the Enhanced Water category, with an ever-changing lineup that includes the new Zero line. Packed with vitamins and all natural

Socially-conscious brand with explosive growth on college campuses. Vapor distilled water plus electrolytes



[Bid #27343208](#)



# Juice Product Lineup

★ Locally, we have a great selling lineup of the country's top juice brands that will exceed the needs of Clemson University's students and faculty.



Top selling juice products that urges us to Put good in. Get good out. Available in multiple packages and sizes

Well-known for V8 juices, also available in Splash and Fusion brands. "Get the veggies, taste the fruit"

Our complete fountain premium fountain juice line with 5 varieties.



[Bid #27343208](#)



# Tea Product Lineup

- ★ Additionally, we carry a complete lineup of the country's top tea brands in a multitude of flavors that will give the students and faculty at Clemson University variety.

|                        |                                  |  |  |
|---|---|---|---|
| Premium "southern style" tea product with fresh-brewed taste, available in fountain BIB and PET bottles | #1 in the Specialty tea category, 100% organic, low in calories, antioxidant rich, also available in "Honest Ade" | Long term well performing tea in the Coke system. Well-known mainstream tea brand   | New entry in the lemonade/tea category. Refreshing half and half flavor.            |



Bid #27343208



# Gold Peak Bag-In-Box



★ The great taste of fresh-brewed tea with the convenience of post-mix

- Add Gold Peak® Post-Mix Tea To Your Beverage Line-up To:

- ✓ Reduce the product waste that occurs with fresh-brewed tea
- ✓ Increase labor efficiency by eliminating the labor required for brewed tea
- ✓ Ensure consistent quality by dispensing the right mix every time



Bid #27343208



# Additional Product Lineup



- ★ We also carry a great selling lineup of the country's top brands in a multitude of newer and emerging categories that students and faculty are looking for.

|  |   |   |   |   |  |
|--|---|---|---|---|--|
|  |   |   |   |   |  |
| Higher in carbs, lower in sodium.<br>Official sports drink of the Olympics | A NOS boost of taurine, and B-vitamins sold in bottles and energy shots | Hard working, easy drinking, energy drink | Refreshingly smart line of tea and juice beverages w/ vitamins, minerals and antioxidants | New entries in the "energy and protein shot" categories |  |



Bid #27343208



# Trademark Cups

- ★ We currently utilize trademark Coca-Cola cups on campus.



When America's most popular soft drink teams up with the most popular size in foam cups, everybody wins! Colorful Coca-Cola Classic trademark cups make those profitable large sizes even more popular with your customers.

**Foam Cups Deliver Superior Performance.** Beverages stay colder longer than in other disposable cups. Better insulation means less ice melt and less product dilution. And foam cups virtually eliminate sweating.

**More and More Consumers Prefer Foam Cups.** Independent research shows a strong preference based on cup performance, beverage taste, cup appearance and tactile sensation.

**Foam Cups Increase Profits.** Studies show that foam cups can increase beverage profit and that more large-sized beverages are sold when served in foam cups.

**Environmental/Recycling Benefits:** Foam cups are 100% recyclable. Polyethylene-coated paper cups cannot be recycled. They simply sit in landfills.

**No need for double-cupping with foam cups:** Double cupping of paper cups leads to 50% more energy used, 5 times as much solid waste, 50% more greenhouse emissions.

**Superior performance. Customer preference. Impact on profits. Environmental Benefits.** With foam cups and Coca-Cola, it's a WIN/WIN situation for you and for your customer.



Bid #27343208



# Partnering With Aramark

- ★ Coca-Cola works with your current food service provider, Aramark, at many nearby college campuses, including

★



- ★ In addition to having programs with Clemson, we also utilize national programs and support to Aramark.



[Bid #27343208](#)



# Partnering With Aramark

- ★ Along with Aramark, Coca-Cola will create an **Clemson University** specific “look of success” to maximize the sales and visual appeal of our best-selling products.



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# Partnering With Aramark



EDUCATION | COLLEGE & UNIVERSITIES

CAFETERIA & VENDING



**OPPORTUNITY CHECKLIST** (items listed in priority placement order)

- CAFETERIA
  - 1. Sparkling Led Cooler in First Position
  - 2. Fountain Equipment
  - 3. Secondary Single Door Coolers
  - 4. Checkout Cooler
  - 5. smartwater/Dasani Rack
  - 6. Energy Counter-top
  - 7. Gold Peak Tea Postmix Equipment
  - 8. Combo Merchandising (Beverage/Meal/Price)
  - 9. Counter-top Disp w/ Insert
  - 10. Counter-top Tub
  - 11. Lobby Stand
  - 12. Recycle Bin
- VENDING
  - 1. Primary Vendor
  - 2. Secondary Venders
  - 3. Proper Ad Panel(s)
  - 4. Proper Vend Snipes
  - 5. Cashless/ Campus Card Reader
  - 6. Recycle Bin



EDUCATION | COLLEGE & UNIVERSITIES

C-STORE & BOOKSTORE



**OPPORTUNITY CHECKLIST** (items listed in priority placement order)

- | C-STORE  | BOOKSTORE  |
|--|--|
| <ul style="list-style-type: none"> <li>1. Sparkling Led Cooler in First Position</li> <li>2. Secondary Coolers</li> <li>3. Fountain Equipment</li> <li>4. smartwater/Dasani Rack</li> <li>5. Ambient Multi-pack Still Display</li> <li>6. Ambient Multi-pack or FC Sparkling Display</li> <li>7. Energy Shot Rack</li> <li>8. Gold Peak Tea Dispenser</li> <li>9. Combo Merchandising (Beverage/Meal/Price)</li> <li>10. Counter-top Display with Insert</li> <li>11. Energy Cooler</li> </ul> | <ul style="list-style-type: none"> <li>1. Sparkling Led Cooler in First Position</li> <li>2. Secondary Coolers</li> <li>3. smartwater/Dasani Rack</li> <li>4. Ambient Multi-pack or FC Sparkling Display</li> <li>5. Energy Shot Rack</li> <li>6. Counter-top Display with Insert</li> <li>7. Energy Cooler</li> </ul> |



★ ... We'll professionally manage every aspect of beverage sales on campus.



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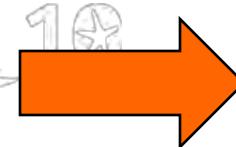


# Partnering With Aramark



- ★ Coca-Cola also works with Aramark to create space-to-sale plan-o-grams at each distribution point to maximize bottle & can sales in all equipment.

| Category                           | Category Guidelines |           | Purchase (Filled in by Bottler) | New Space Allocation |
|------------------------------------|---------------------|-----------|---------------------------------|----------------------|
|                                    | Retail Food Court   | C-Store   |                                 |                      |
| CSD (Carbonated Soft Drinks)       | 35% - 55%           | 40% - 55% | 31%                             | 35%                  |
| Bottled Water (incl. vitaminwater) | 20% - 35%           | 20% - 30% | 27%                             | 27%                  |
| Juice Drinks (Lemonade, Fuze, etc) | 3% - 10%            | 4% - 10%  | 13%                             | 10%                  |
| 100% Juice                         | 3% - 10%            | 3% - 7%   | 10%                             | 8%                   |
| RTD Tea                            | 4% - 10%            | 4% - 8%   | 2%                              | 4%                   |
| Sports Drink                       | 4% - 8%             | 6% - 12%  | 15%                             | 14%                  |
| Energy                             | 2% - 5%             | 6% - 12%  | 2%                              | 2%                   |
| Coffee                             | 1% - 3%             | 1% - 3%   | 0%                              | 0%                   |
| Manager's Choice                   | 2% - 4%             | 2% - 4%   | 0%                              | 0%                   |
| Total                              |                     |           | 100%                            | 100%                 |



- ★ Additionally, Coca-Cola and Aramark also utilize a number of marketing programs each year to enhance sales. Examples of the types of programs are noted in the following pages...



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# Technical Proposal Summary

- ★ Thank you for considering our Technical Proposal. We hope we've shown you why Coca-Cola is the right choice for Clemson University.



Coca-Cola®

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# ★ Appendix A Coca-Cola Financial Information



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